

Message Text

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PAGE 01 STATE 167203
ORIGIN COME-00

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DRAFTED BY COM:OIFI:FBP:JMLIGHTMAN/MMP
APPROVED BY EB/IFD/BP:THOMAS A SCHLENKER:ACTING DIRECTOR
STATE/OBP/SBRATTAIN
COMMERCE/PTO/DALLEN

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-----118340 010337Z /61

R 302218Z JUN 78
FM SECSTATE WASHDC
TO AMEMBASSY MADRID

UNCLAS STATE 167203

E.O. 11652:N/A

TAGS:EIND, SP

SUBJECT:TRADEMARK APPLICATION FOR ROBE

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2- IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH UNCLASSIFIED

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THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON PENDING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM ROBE RECENTLY FILED IN SPAIN.

3. ACTION REQUESTED: EMBASSY REQUESTED TO INFORM APPROPRIATE OFFICIALS IN AGENCY RESPONSIBLE FOR TRADEMARK

REGISTRATIONS OF U.S. GOVERNMENT'S OBJECTION TO APPLICA-
TION NO. 875250 FILED APRIL 11, 1978 BY DALMAU MASGRAU
S.A. TO REGISTER ROBE IN CLASS 25 FOR CLOTHING PRODUCTS
ON GROUNDS TERM IS GENERIC AND NOT JUSTIFIABLY REGIS-
TRABLE AS EXCLUSIVE TRADEMARK. OPPOSITION PERIOD EXPIRES
JULY 15, 1978. REPORT ON RESULTS REQUESTED. VANCE

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Message Attributes

Automatic Decaptioning: X
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Concepts: TRADEMARK APPLICATIONS, TRADEMARKS, INTERGOVERNMENTAL COOPERATION
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Draft Date: 30 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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Film Number: D780271-1008
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Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t1978061/aaaaaavv.tel
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Litigation Codes:
Litigation History:
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